

Message Text

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16

ORIGIN COME-00

INFO OCT-01 EUR-06 ISO-00 EB-05 RSC-01 /013 R

66615

DRAFTED BY COM/OIM/SAD/CEJOHNSON/DCG

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COM/OIM/SAD/BRYNO

COM/OIM/SE/RHUMBERT

EUR/WE - M. HABIB

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R 032119Z MAY 74

FM SECSTATE WASHDC

TO AMEMBASSY PARIS

UNCLAS STATE 091526

E.O. 11652:N/A

TAGS: BEXP, FR

SUBJECT: IN-STORE PROMOTION: AU PRINTEMPS

REF: PARIS 6560 AND A-507; TELCON VERSCHUUR/

JOHNSON 4/28/74.

1. THE COUNTRY PROGRAM FOR FY '75 AT PRESENT INCLUDES AN IN-STORE PROMOTION FOR AU PRINTEMPS.

2. THE BUDGET LEVEL FOR AU PRINTEMPS IS DOLS 25,000 BASED ON PURCHASES OF AT LEAST DOLS 500,000 OF U.S. CONSUMER GOODS (NON-FOOD) F.O.B., U.S. IN-STORE PROMOTION FUNDING SHOULD CONFORM WITH COMMERCE GUIDELINES, A-1717 DATED 2/20/73.

3. IT IS IMPORTANT TO NOTE THAT COMMERCE IS AWAITING THE AVAILABILITY OF FUNDING FROM CONGRESS AND CAUTIONS THE EMBASSY AGAINST SIGNING A FIRM CONTRACT WITH THE STORE. A LETTER OF INTENT SHOULD SUFFICE UNTIL CONTRACT CAN BE SIGNED FOR NEXT FISCAL YEAR.

4. LETTER OF INTENT AND REQUEST FOR PERTINENT STORE INFORMATION AIRMAILED 4/30/74.

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 03 MAY 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974STATE091526
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Drafter: OIM/SAD/CEJOHNSON/DCG
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Executive Order: N/A
Errors: N/A
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ISecure: 1
Legacy Key: link1974/newtext/t19740575/aaaacpf1.tel
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Locator: TEXT ON-LINE, ON MICROFILM
Office: ORIGIN COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
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Review Content Flags:
Review Date: 23 OCT 2002
Review Event:
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Review Markings:

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30 JUN 2005

Review Media Identifier:
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Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
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Status: NATIVE
Subject: IN-STORE PROMOTION: AU PRINTEMPS
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